British Cardiovascular Society

BRITISH CARDIOVASCULAR SOCIETY ANNUAL CONFERENCE 2013

3 – 5 June ExCeL, London

Invitation to participate in our Educational Programme
The British Cardiovascular Society (BCS) is committed to providing you with a dedicated forum to interact with delegates as individuals, in smaller groups or as a large audience. We invite you to contribute to the education agenda by sharing your expertise in the products and services you provide.

Our 3 day meeting of high quality education and science includes:

- An international and expert Faculty
- Sessions presented in clearly defined tracks:
  - Education for revalidation: a five year rolling programme covering the cardiology curriculum
  - Imaging track: covering all modalities
  - Clinical Science/Translational Research: ‘cutting edge developments’
  - Basic Science
  - Affiliated Groups
- A National Training Day, attracting all cardiology trainees
- Linked Days with allied professional-physiologists, nurses and also with patients
- Presentations from experts from the ESC and ACC and keynote lectures
- Annual Dinner with ‘guest’ after-dinner speaker. An excellent forum to network with delegates

HOW TO PARTICIPATE

- Exhibit in the Education Hall
- Hot Topics
- Adopt a Session
- Sponsored Symposia
- Other sponsorship opportunities including an advert in the BCS Annual Conference edition of Heart Journal
NEW FOR 2013

• Education Hall
  - The Exhibition has been rebranded as the Education Hall. The Education Hall will have a Programme of activity throughout the duration of the meeting (not just during breaks) and will significantly increase the interaction between our Delegates and Exhibitors, to the benefit of all
  - Breaks in the Programme have been increased to allow longer dedicated periods for delegate-exhibitor interaction in the Education Hall. This also facilitates Exhibitor presentations to a large audience in the Education/Innovation Arena. Tea and coffee breaks have been increased to 45 minutes and lunch breaks to 90 minutes
  - Exhibitors are invited and encouraged to provide short educational programmes on their stands, in our larger Education/Innovation Arena (with a capacity of 200) or in one of the dedicated Hot Topic zones
  - Short presentations/demonstrations relating to products, imaging, devices, procedures or professional matters are welcome including topics in the area of innovation
  - Educational activities will continue throughout the day and not just at break times
  - Tea/coffee and lunches will be at ‘pick-up only’ stations and BCS will provide some standing height tables throughout the Hall. The only seating provided by the BCS will be around the Arena. We hope to encourage visitor traffic through the Education Hall. As seating is limited, Exhibitors are encouraged to provide seating on their stands
  - The Programme of education and innovation activities/presentations will be printed in the Conference Programme

• Adopt a Session
  - Support one of our educational sessions in the main programme with an unrestricted educational grant. Recognition will be given in the Conference Programme

• Sponsored Symposium
  - Hold your own dedicated educational event as part of the main Conference Programme

• Hot Topics
  - A scheduled 15 minute slot held in the Education Hall during break times

• Heart
  - Take the opportunity to advertise in the BCS Annual Conference dedicated edition of Heart Journal, the international peer reviewed journal
WHY PARTICIPATE?

- **Access over 2,200 cardiovascular healthcare professionals face to face** – including key opinion leaders, cardiologists, physicians, scientists, physiologists and nurses
- **Promote and demonstrate products and services** directly to key cardiovascular healthcare professionals and gain first-hand feedback
- **Associate your brand/company with the Society for Cardiovascular Care** – the British Cardiovascular Society
- **Introduce new products/services** and test the market
- Opportunity to **network with industry peers**

We look forward to working with you!

EXHIBIT IN THE EDUCATION HALL

The Education Hall is crucial to the success of our annual event, enabling consultant cardiologists, trainees, academics and other professionals in the field of cardiology to keep up to date with innovative and developing technologies in pharmacology, diagnostics, intervention and more.

**Option 1 – £25,000 + vat**

To include:
- Stand – 8mx8m (64msq) island site, space only in prime location
- Full Page Colour advert in Heart Journal
- Table (10 guests) at BCS Annual Dinner (Tuesday 4 June)
- 4 x Conference Badges (company name only so transferable)
- 20 x Stand/Exhibition Badges
- 50 word entry in the Conference Programme and on the website
- Opportunity to purchase additional adverts in Heart Journal with up to a 50% discount of card rate

**Option 2 – £12,000 + vat (Shell) or £11,500 + vat (Space Only)**

To include:
- Stand – 8mx4m (32msq) 3-open sided stand
- Half Page Colour advert in Heart Journal
- 2 x Conference Badges (company name only so transferable)
- 10 x Stand/Exhibition Badges
- 50 word entry in the Conference Programme and on the website
- Opportunity to purchase adverts in Heart Journal at a reduced rate
Option 3 – £5,500 + vat (Shell) or £5,000 + vat (Space Only)

To include:
- Stand – 4mx4m (16msq) corner stand
- 1 x Conference Badges (company name only so transferable)
- 5 x Stand/Exhibition Badges
- 50 word entry in the Conference Programme and on the website

Option 4 – £3,000 + vat (Shell) or £2,500 + vat (Space Only)

To include:
- Stand – 3mx3m (9msq) corner or one-open side stand (first come first served)
- 1 x Conference Badges (company name only so transferable)
- 3 x Stand/Exhibition Badges
- 50 word entry in the Conference Programme and on the website

Charity Block Option – £250 + vat (Shell)*

To include:
- Stand – 3mx2m (6msq) corner or one-open side stand (first come first served)
- 2 x Stand/Exhibition Badges
- 50 word entry in the Conference Programme and on the website

(*offer applicable to registered charities only)

The following are included with all stand packages:
- Daily cleaning of the aisles and common areas
- Technical Exhibitor Online Manual
- Dedicated support team onsite

SPECIAL OFFER FOR ALL EXHIBITORS

In April/May the BCS Annual Conference edition of Heart Journal will be distributed to all BCS members. Exhibitors will have the opportunity to purchase adverts and will be given priority for their adverts in this edition.
DON’T JUST EXHIBIT IN THE EDUCATION HALL

HOT TOPICS
A 15 minute scheduled slot in the 200 seated Education/Innovation Arena or dedicated Hot Topic zone located in the Education Hall. This slot will provide the perfect forum for you to access your target audience. Subject material may include products, devices, images, procedures, professional topics or latest innovation in your area. BCS can provide a list of ideas on request. These Arena slots are held exclusively during the breaks. Smaller presentations, throughout the opening times of the Hall, will be in the Hot Topic zones. Please contact us to discuss topics, any ideas you have or to book a slot. A Hot Topic is priced at £1,000 + VAT (exhibitor rate) and £5,000 + VAT (non-exhibitor rate).

NEW FOR 2013 – ADOPT A SESSION
Adopt a Session, relevant to your area of interest, in the main Conference Programme with an unrestricted educational grant. This session can be highlighted in the Programme as ‘supported by an unrestricted educational grant from your company name’. These sessions are available at price of £15,000 + VAT (exhibitor rate). There are limited slots for each and are available on a first come first served basis.

SPONSORED SYMPOSIA
Sponsored Symposium provides a forum for you to reach your target audience to promote your latest developments in the cardiovascular field. Symposia are strictly held at the beginning or the end of each day and designed and run by Industry with content to be approved by the Programme Committee. These sessions are included in the Conference Programme as a separate entry. Sponsored Symposia are available at price of £15,000 + VAT (exhibitor rate) or £40,000 + VAT (non-exhibitor rate). There are limited slots for each and are available on a first come first served basis.

SPONSORSHIP OPPORTUNITIES
From delegate bag inserts to branding of Lounge Areas and Internet Stations, the British Cardiovascular Society offers a variety of ways to get your company name, brand names, and message in front of over 2,200 healthcare professionals. These opportunities are for exhibitors only and prices start from £1,500 + VAT. Please contact Claire Cartwright for more details and a price list.

FOR DEVICE COMPANIES ONLY
Participate in the dedicated Simulator Area and purchase a standing height table adjacent to the simulator area where discussions can be held with simulator delegates. The price will include the ability to book up to 3 hours simulation training over 3 days (6 delegates) so you can personally invite delegates to the Simulator Area. Please contact Claire Cartwright for more details and a price list.

For all enquiries & bookings contact:
Claire Cartwright
Conference & Exhibition Manager
British Cardiovascular Society
9 Fitzroy Square
London
W1T 5HW
T: +44 (0)207 383 3887
F: +44 (0) 207 388 0903
E: exhibition@bcs.com
W: www.bcs.com
Please note that this floor plan is subject to change by the Organisers.